



DISCUSSION WITH THE EDUCATION COUNCIL
PRESENTED BY MIKE SHELBY AND KURT MANN

MARCH 16, 2016

OCEAN TODAY



AQUARIUM OF THE PACIFIC

WE ARE GROWING
SOCIAL MEDIA FEEDING FRENZY
OCEAN TODAY FULL MOON SERIES
ACTION PLAN: HELP US GROW

AGENDA



KIOSK NETWORK
35 PUBLIC FACING SYSTEMS
6 NOAA KIOSKS



SANT OCEAN HALL

- A free resource
- Vetted short videos from NOAA reaching millions
- Launched in 2008 at the Smithsonian Sant Ocean Hall and 5 other locations
- Currently 40 locations in the US, Mexico, Canada, UK and soon China

EXPANDING

MISSION

- ▶ Enhance Ocean Literacy
- ▶ Engage with diversity of visual content
- ▶ Produce beautiful, scientifically compelling, timely, short videos
- ▶ Science and Story Driven



GEORGIA AQUARIUM

 WE COLLABORATE

TEAM

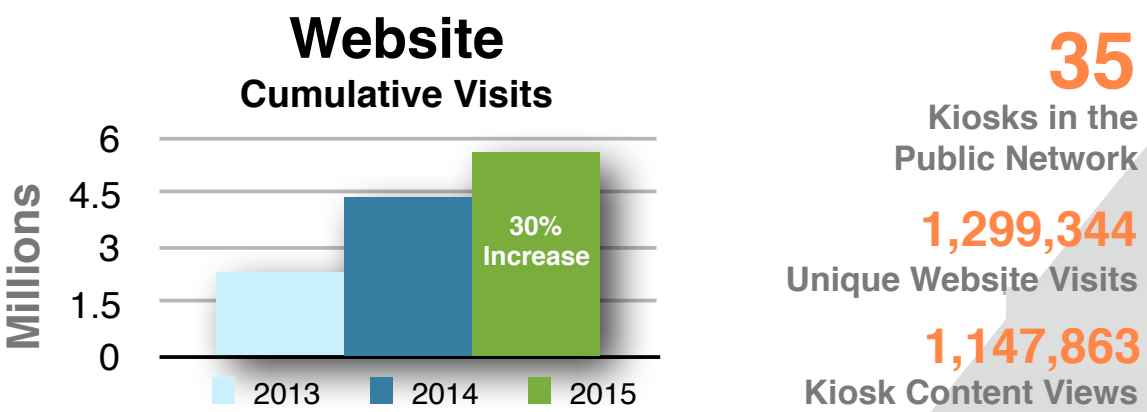
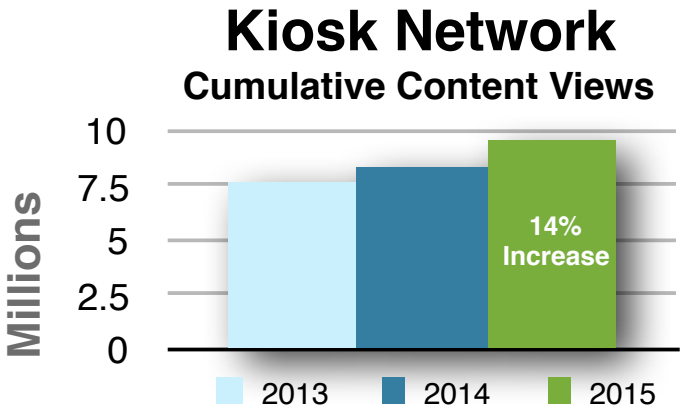
 NOAA FISHERIES	 National Ocean Service	 Climate.gov
 NATIONAL WEATHER SERVICE	 Smithsonian	 Ocean Exploration and Research
 NATIONAL MARINE SANCTUARIES	 NOAA Research Matters	 NOAA SATELLITES
 NOAA OFFICE OF EDUCATION NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION		
 OFFICE FOR COASTAL MANAGEMENT NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION		
 NOAA FISHERIES NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION		

**89 MILLION PEOPLE IN THE US
ARE GOING TO WATCH 1.2
BILLION ONLINE VIDEOS TODAY.**

Com score

**BY 2017, VIDEO WILL ACCOUNT
FOR 74% OF ALL CONSUMER
INTERNET TRAFFIC.**

Cisco



Social Media Highlights



24,003 Followers
93% More Followers
than 2014

Reach
Unique Users.
401,462

Most Popular Post
Happy Thanksgiving from Ocean Today
Total Reach 35,069
Post Clicks 6,966
537 Likes and 146 Shares.



43,377 Followers
23% More Followers
than 2014

Impressions
428,844
Retweets/Shares
1018

Most Popular Tweet
Sharks Rarely Attack Humans
31,392 Impressions
79 Retweets



Views
112,032
Shares
414

Watch Time
180,346 minutes
Videos on the Channel
132

Most Popular Video
Weather Ready: During a Hurricane
27,874 views

What Videos Were Most Popular?

Kiosk Top 5

- 1.Ocean Oasis 28,030 Views
- 2.Fish on a Farm
- 3.Rip Currents
- 4.Lionfish
- 5.Travel the Seas

Website Top 5

- 1.Waterspouts 264,818 views
- 2.Tsunami Awareness
- 3.Titanic Wrecksite
- 4.TRASH TALK: Garbage Patch
5. Break the Grip of the Rip

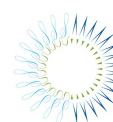
YouTube Top 5

- 1.Weather Ready 27,874 views
During a Hurricane
- 2.Underwater Kelp Forests
- 3.Weather Ready-After a Hurricane
- 4.Weather Ready-Before a Hurricane
- 5.Rip Current Safety

Who is Redistributing Ocean Today Content?



PBS LearningMedia

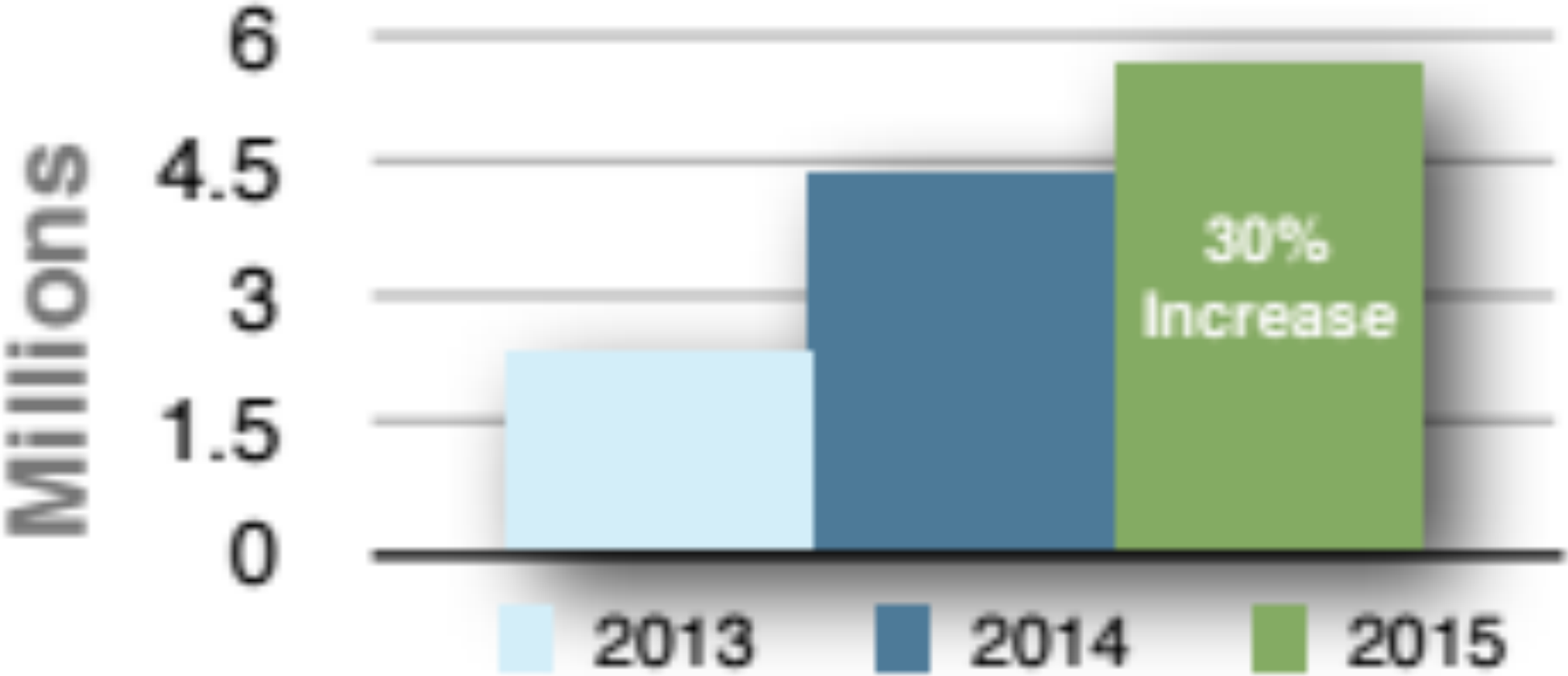


THE PEW
CHARITABLE TRUSTS

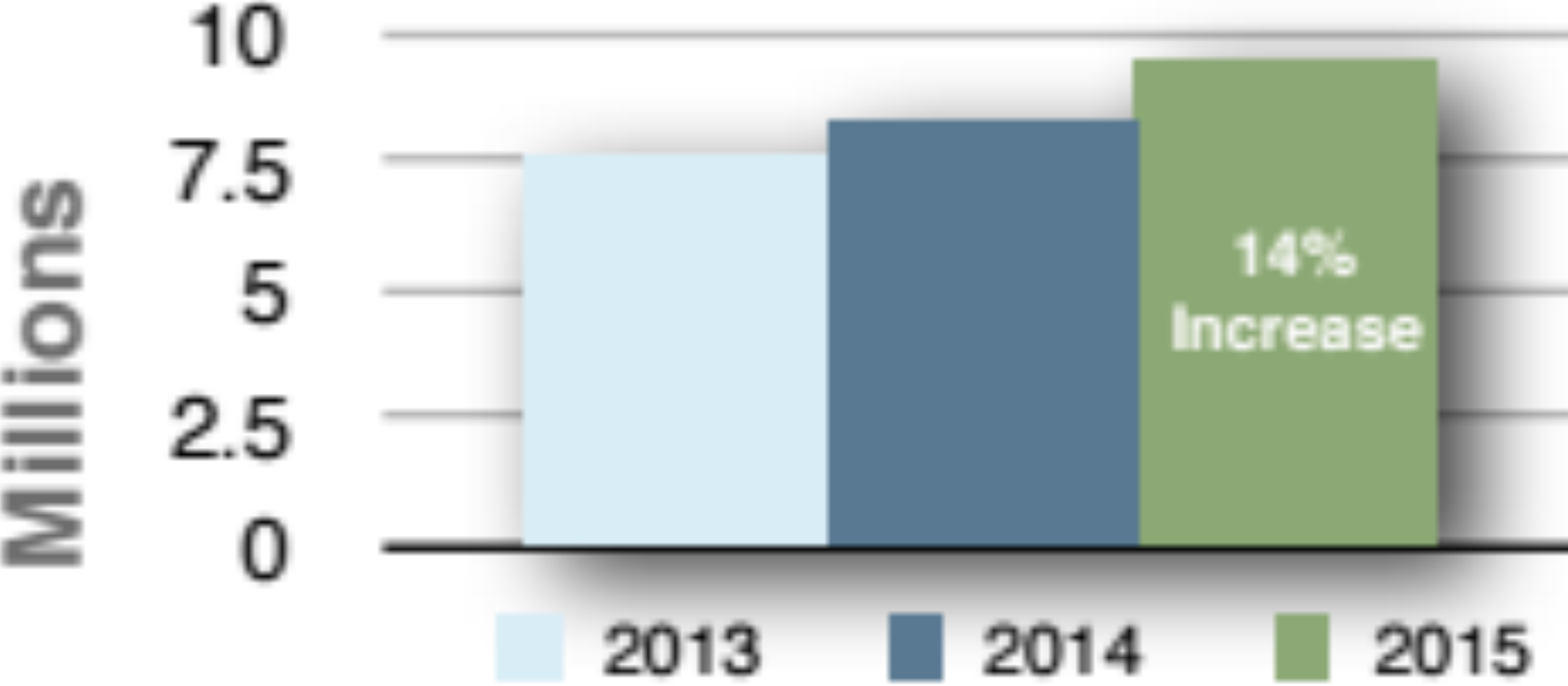


CBS

Website Cumulative Visits



Kiosk Network Cumulative Content Views



SOCIAL MEDIA

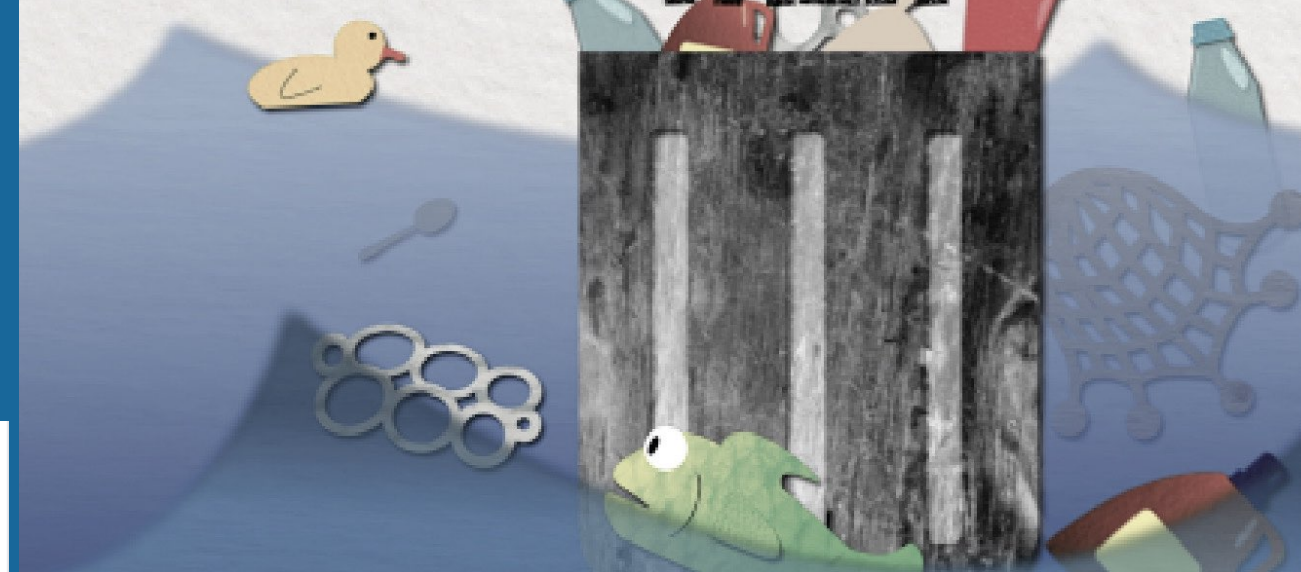


NOAA Ocean Today shared NOAA Office of Ocean Exploration and Research's video.
March 9 at 11:47am · 🌐

Celebrating Wild Wednesday...with an update from the crew of the NOAA Ship Okeanos.



TRASH TALK



#NOAATrashTalk

Celebrate WORLD OCEAN DAY with  OCEAN TODAY
TRASH TALK premieres June 8, 2015





LEVERAGE WHAT WE HAVE

Package new content for educators through PBS Learning Media



NEW PROGRAMMING FOR
INFORMAL EDUCATORS

HUNGRY FOR CONTENT



OCEAN TODAY EVERY FULL MOON

Launching Fall 2016

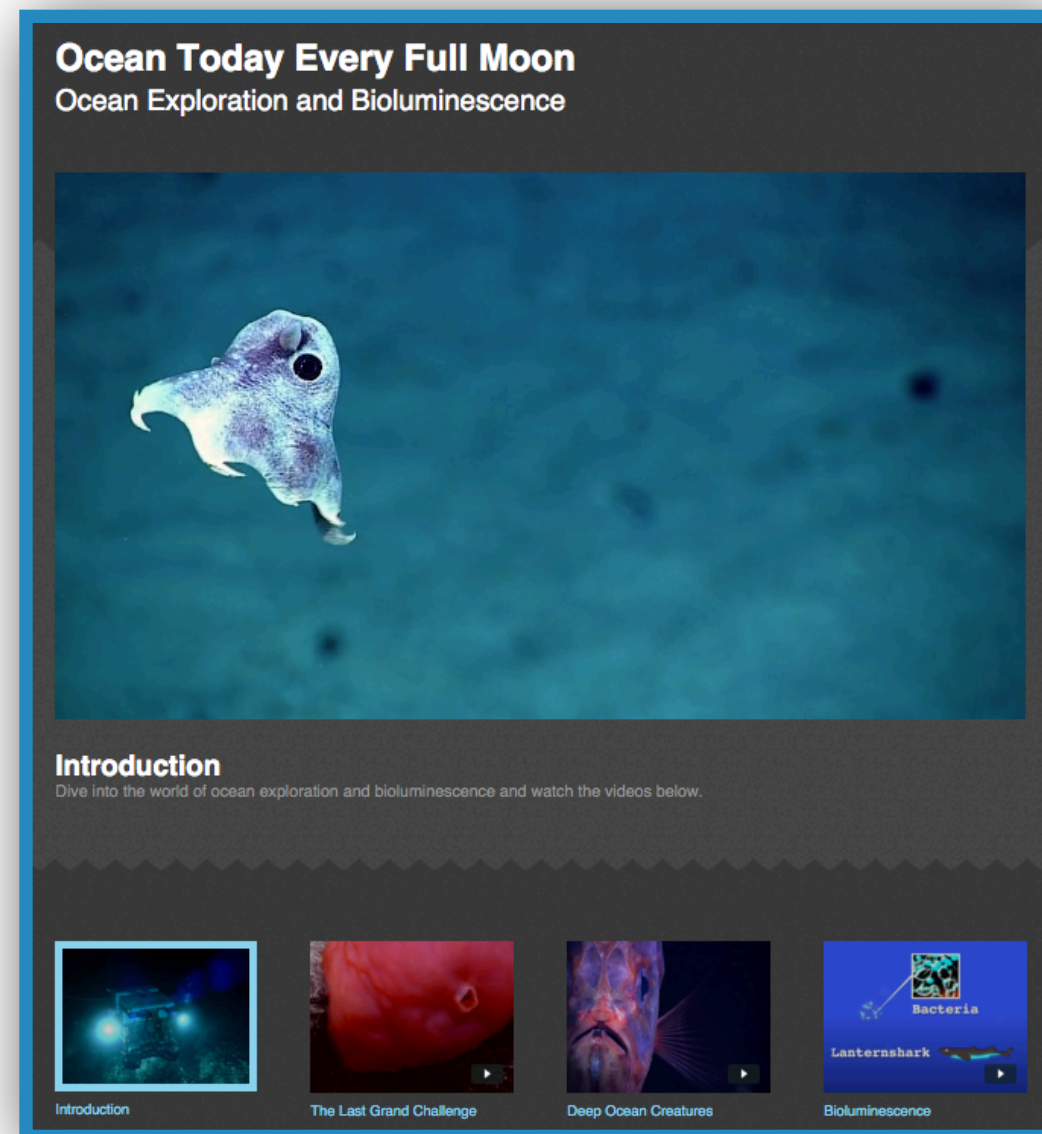
5-6 VIDEOS PER MONTH

- ▶ Designed for Educators
- ▶ Supports NGSS
- ▶ Includes intro video (1)
- ▶ Short feature video (2)
- ▶ Expert interviews (2)
- ▶ Hands on activity (1)
- ▶ Uploaded two days before every full moon

Coming Fall 2016



OCEAN TODAY
EVERY FULL MOON



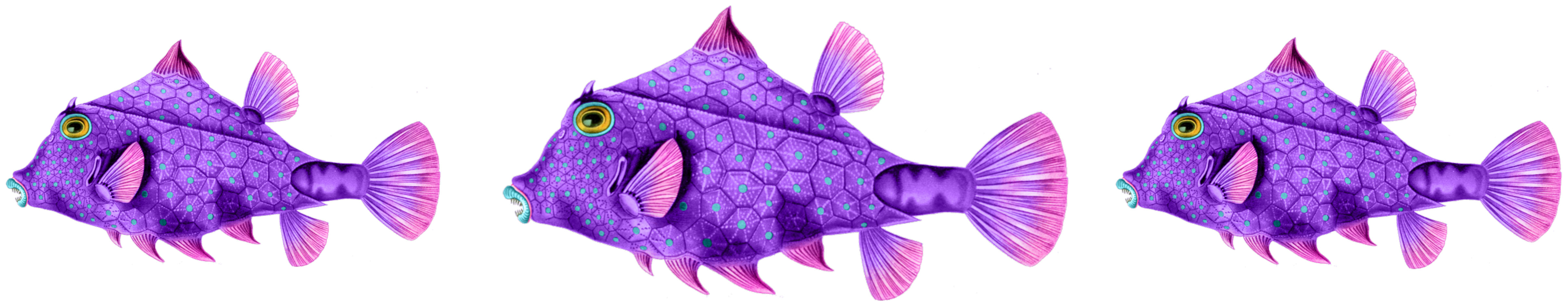
SERIES PILOT  WATCH 6 VIDEOS

OCEAN TODAY EVERY FULL MOON

<https://vimeopro.com/user49880125/oceanexplorationandbioluminescence>

CLICK ON THE ABOVE LINK TO WATCH THE VIDEOS

Passcode to Vimeo Channel: everyfullmoon



WE WOULD LOVE YOUR

FEEDBACK



HELP US GET THE WORD OUT

ACTION PLAN



MIKE AND KURT

Q&A

